REMARKS

Claims 3-4, 11, and 15 are amended. Claims 3-18 are pending.

In the office action, claims 3-5, 7-13, and 15-17 were finally rejected under 35 U.S.C. § 102(e) in view of U.S. Published Application Number US 2005/0251458 A1 to Perkowski; and claims 6, 14, and 18 were rejected under 35 U.S.C. § 103(a) in view of Perkowski and Official Notice.

It is respectfully submitted that claims 3-18, as amended, are patentable over Perkowski, since claims 3-18 recite a device for first inputting a user-selected brand name, or recite a step of first inputting a user-selected brand name, respectively, and since claims 3-18 also recite outputting a first URL which provides information about a product corresponding to the inputted user-selected brand name.

Perkowski does not disclose or suggest a device for first inputting a user-selected brand name, or a step of first inputting a user-selected brand name, respectively, and Perkowski also does not disclose or suggest outputting a first URL which provides information about a product corresponding to the inputted user-selected brand name, as in the present invention.

On the contrary, Perkowski specifically teaches away from the present invention, since Perkowski relies on a UPN, USN, UPC, or EAN data to access data such as brand names, trademarks, company names, and/or URLs.

Perkowski specifically states that, in one embodiment, the Perkowski system has the user first inputting product information via a UPN, USN, or EAN, and then outputting trademarks or company names associated with products having the UPN, USN, or EAN.

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That is, Perkowski does the exact opposite of the claimed invention, by having product data and/or UPN, USN, UPC, or EAN data in the form of bar codes inputted by the user of the Perkowski system using a scanner, and only then retrieving trademark or company name information.

Perkowski clearly shows scanning devices in FIGS. 3A2, 3A3, 3A3', 3A4, and 3A4', in which products are scanned for their UPN, USN, UPC, or EAN at a "bar code driven multimedia kiosk" (Perkowski, page 6, paragraphs [0071] and [0072]). Perkowski has an omni-directional laser bar code symbol reader 36 (Perkowski, page 11, paragraph [0115]) for scanning the bar code encoding or corresponding to the UPN, USN, UPC, or EAN. Perkowski further describes bar code symbol readers elsewhere in the specification and drawings, such as at page 4, paragraphs [0044] to [0047] of Perkowski.

Accordingly, Perkowski teaches away from the present invention of the amended claims, in which the user inputs a user-selected brand name, such as a trademark or company name, to receive a URL as the output.

In another embodiment, Perkowski further describes using a website with a webpage shown in FIG. 3C with icons 21A and 21B for entering an IPI Finder mode or a UPS Search mode, respectively. The operation of such modes are described in conjunction with FIGS. 6A and 6B, respectively, and pages 9-10, paragraphs [0102] to [0108]; as well as pages 14-15, paragraphs [0138] to [0144] of Perkowski.

Referring to FIG. 6A of Perkowski, the IPI Finder Mode has the client input a UPN_i and output a registered URL_i in box A of FIG. 6A, as opposed to a user inputting a brand name to output a URL, as in the claimed invention.

In particular, paragraph [0138] of Perkowski states that "<u>a UPN (e.g. UPC number) is</u> <u>provided as input</u> to IPD Server S_b, and <u>in response</u> thereto the Client System C_a requests the IPD Server S_b to provide <u>each registered URL</u>_i stored in the IPI Registrant Database" (emphasis added). Accordingly, Perkowski specifically teaches away from the claimed invention in which brand names are provided as input and corresponding URLs are output.

Referring to FIG. 6B of Perkowski, the UPN Search Mode uses UPNs to search for and output a registered URL_i in box A of FIG. 6A, as opposed to a user inputting a brand name to output a URL, as in the claimed invention. That is, the UPN Search Mode of Perkowski must first find a UPN or UPC, if any are available, in order to output a corresponding URL.

In particular, paragraph [0142] of Perkowski states that, in UPN Search Mode, "at Block A of FIG. 6B, <u>a trademark TM</u>_i <u>and/or a company name CN</u>_i <u>is provided as input</u> to IPD Server S_b by way of the browser display screen. Then <u>in response</u> thereto, the Client System C_a requests the IPD Server S_b to <u>provide each registered UPN</u>_i stored in the IPI Registrant Database." (emphasis added).

It should be noted that, in the UPN Search Mode of Perkowski, <u>only if</u> there is a <u>registered UPN</u> stored in the IPI Registrant Database and <u>symbolically linked</u> to a corresponding URL which matches an input brand name, as described in paragraph [0143], then any associated URLs are output, since Perkowski, at page 15, paragraph [0142], states that once a matching UPN_i is provided by the IPD Server S_b, if available, "then also its URL_i to the Client Computer System [is provided]".

Similarly, FIGS. 8A and 8B of Perkowski describe IPI Finder Modes and IPN (sic) Search Modes which require either input of a UPN to find and output a URL, as in FIG. 8A, or searching for a UPN and then outputting a corresponding URL, as in FIG. 8B.

Referring to FIG. 8A of Perkowski, the IPI Finder Mode has the client input a UPN_i and output a registered URL_i in box A of FIG. 8A, as opposed to a user inputting a brand name to output a URL, as in the claimed invention.

In particular, paragraph [0146] of Perkowski states that "a UPN is provided as input to IPD Server S_b, and in response thereto the Client System C_a requests the IPD Server S_b to provide each registered URL_i stored in the IPI Registrant Database" (emphasis added). Accordingly, Perkowski specifically teaches away from the claimed invention in which brand names are provided as input and corresponding URLs are output.

Referring to FIG. 8B of Perkowski, the UPN Search Mode (referred to as "IPN Search Mode" in FIG. 8B but "UPN Search Mode" in the description) uses UPNs to search for and output a registered URL_i in box A of FIG. 8A, as opposed to a user inputting a brand name to output a URL, as in the claimed invention. That is, the UPN Search Mode of Perkowski must first find a UPN or UPC, if any are available, in order to output a corresponding URL.

In particular, paragraph [0150] of Perkowski states that, in UPN Search Mode, "at Block A of FIG. 8B, a trademark TM_i and/or a company name CN_i is provided as input to IPD Server S_b by way of the browser display screen. In response thereto, the Client System C_a requests the IPD Server S_b to determine whether or not a registered UPN_i (and thus symbolically linked URL_i) is stored in the IPI Registrant Database." (emphasis added).

It should be noted that, in both descriptions of the UPN Search Mode of Perkowski in connection with FIGS. 6B and 8B, only if there is a registered UPN stored in the IPI Registrant Database and symbolically linked to a corresponding URL which matches an input brand name, as described in paragraph [0143], then any associated URLs are output, since Perkowski, at page 15, paragraph [0142] and page 16, paragraph [0150], states that once a matching UPN_i is

provided by the IPD Server S_b, if available, "then also its URL_i to the Client Computer System [is provided]".

Since Perkowski teaches the searching for and outputting UPNs matching a brand name, Perkowski specifically teaches away from the claimed invention in which brand names are provided as input, matched to brand names in a database, and corresponding URLs are output.

One having ordinary skill in the art would recognize that not every brand name associated with trademarks and company names has a UPN or a UPC. For example, airplane tickets and insurance services are typically provided with brand names, trademarks, and company names, but insurance services are not physical products, and airline tickets and insurance policies do not have UPNs or UPCs.

On the contrary, Perkowski is directed to a system used by "manufacturers as well as their advertisers and agents in registering the UPNs (e.g. UPC numbers) of their products and the URLs of the information resources related to such products" (Perkowski, page 3, paragraph [0032]). There is no disclosure or suggestion in Perkowski that URLs are searchable without UPNs, as in the claimed invention.

One skilled in the art would also not look to Perkowski for the claimed invention, since some embodiments of Perkowski involve scanned in UPN and UPC numbers from which brand names and company information is retrieved, and one skilled in the art would not look to input UPN, UPC, and related coded and bar-coded data as being equivalent to or comparable to a brand name inputted by the user, as in the claimed invention.

In addition, one skilled in the art would not look to Perkowski and its embodiments regarding the UPN Search Mode described in FIG. 6B and paragraph [0142] for the claimed invention, since Perkowski first requires searching matching UPNs before proceeding to output

any corresponding URLs, while the claimed invention only searches for matching brand names to output any corresponding URLs.

Moreover, Perkowski clearly intends "UPC numbers" to be distinct and separate from "trademarks and tradenames", since Perkowski, on page 12, paragraph [0121], indicates that the system of Perkowski stores different information in different fields: "an IPN Information Field for storing information (e.g. numeric or alphanumeric string) representative of the Universal Product Number ... [and] a Trademark Information Filed for storing information (e.g. numeric or alphanumeric string) representative of each trademark (or Domain Name)". See also Perkowski, page 14, paragraph [0135] which further distinguishes the UPC number from trademarks by having separate information storage fields.

Therefore, claims 3-18 are patentable over Perkowski.

The Office Notice in connection with television embodiments does not cure the deficiencies of Perkowski in that Perkowski cannot search for URLs without first searching for UPNs associated with brand names, while the present invention searches for URLs directly by searching brand names.

Therefore, claims 3-18 are patentable over Perkowski and/or the Official Notice, individually or in combination, so reconsideration and withdrawal of the final rejections of claims 3-18 are respectfully requested.

Accordingly, entry and approval of the present amendment and allowance of all pending claims are respectfully requested.

In case of any deficiencies in fees by the filing of the present amendment, the

Commissioner is hereby authorized to charge such deficiencies in fees to Deposit Account

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Respectfully submitted,

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